
Subject: Nutrition Education Methods

Effective Date: October 1, 2004

Revised from:

Policy: Clinics shall use a variety of nutrition education methods to meet the learning needs and preferences of clients. All nutrition education methods must be interactive and involve an information exchange between the WIC staff and client for the purpose of increasing knowledge and/or affecting behavior change. Approved nutrition education methods include individual counseling, individual self-study, and group activities.

Reference: CFR § 246.11

Procedure:

1. At the certification visit, determine the nutrition education method the client prefers and offered by the clinic. For example:
 - Some working low-risk clients may choose self-study notebooks or interactive centers over group nutrition education classes to better fit their schedules.
2. Schedule the client for the appropriate nutrition education using the KWIC appointment book.
3. Involve the client through an activity or discussion that results in a verbal, written or physical response. For example:
 - Client and family actively participates in physical activity during a class
 - Client voluntarily shares personal breastfeeding experiences
 - Client completes a survey regarding the self-study topic
 - Client/caregiver participates in a role playing situation about stopping smoking
 - Participant is involved in a food demonstration